

REMARKS

Reconsideration and allowance of the subject application are respectfully requested. By this Amendment, claims 1-10 are the claims that are pending in the application. Applicant respectfully submits that the pending claims define patentable subject matter.

Preliminary Matters

Applicant thanks the Examiner for withdrawing the finality of the previous Office Action and the rejection of claims 1-10 under 35 U.S.C. § 103(a) over Doi in view of Vishik.

Prior Art Rejection

Independent claim 1 is directed to a “telecommunication method for a wireless network.” Claim 1, as amended, requires, in part, “detecting whether a wireless mobile telecommunication device fulfills a location condition...” and “assigning a temporary identifier to the wireless mobile telecommunication device by the location server if it is detected that the wireless mobile telecommunication device fulfills a location condition...” Independent claims 4-6, 8 and 10 recite similar features regarding detecting whether a wireless mobile telecommunications device fulfills a location condition and assigning or receiving a temporary identifier of the wireless mobile telecommunication device.

The Examiner cites FIGS. 1 and 3, as well as paragraphs 0041, 0046, 0050, 0053 and 0055, of Doi for allegedly disclosing many of the aspects of the claimed invention. However, the Examiner acknowledges that Doi fails to disclose assigning a temporary identifier to the wireless mobile device by the location server if it is detected that the wireless mobile telecommunication device fulfills a location. The Examiner further asserts that “Rune teaches a

mobile serving node provides a temporary ID to a mobile device if a mobile device registers within a uniqueness area (fulfills a location condition) (abstract and col. 5, lines 50-63).

Applicant respectfully submits that the claimed invention would not have been rendered obvious in view of the applied references.

Doi teaches a service providing method and system in which a service provider provides a service to the mobile terminal based on the location information provided by the mobile terminal in response to a request made by the mobile terminal. The communication between the service provider and the mobile terminal is carried out by a communication control unit which converts the user identification of the mobile terminal to a temporary identifier.

Rune teaches a method for handling temporary identities in a communication network. The temporary identifier is assigned to a terminal by a mobile serving node, and is unique to a particular area. The terminal is registered in a particular area, and is then provided with a temporary identifier by the mobile serving node that services the particular area. See col. 5, lines 51-55 of Rune.

Accordingly, Rune fails to teach or suggest “detecting when a wireless mobile telecommunications device fulfills a location condition” as alleged by the Examiner. Rune, much like Doi, and acknowledged by the Examiner, requires that a mobile terminal be registered with a mobile serving node before the temporary identifier is provided to the mobile terminal. In contrast, claim 1 recites that a temporary identifier is assigned to the wireless communication device by the location server if it is detected that the wireless mobile telecommunication device fulfills a location condition, not after the device is registered, as taught by Rune.

Additionally, in Doi, the temporary identifier is not sent as part of a service request from a service provider to a wireless gateway. See paragraph [0050] of Doi. Paragraph [0050] of Doi specifically teaches that not sending the temporary identifier along with the service request is an effective way to maintain privacy. Thus, Doi would appear to teach away from sending the temporary identifier along with requesting transmission of the user data to the wireless mobile telecommunications device as recited in claim 1. Rune, teaches that the temporary identifier is strictly for use by the mobile service nodes, and is not forwarded as part of a request to transmit user data to the wireless mobile telecommunications device.

Further, the Examiner has not provided a valid, objective reason why one of ordinary skill in the art would have been motivated to combine multiple references to produce the claimed invention. That is, in the present Office Action, the Examiner fails to provide objective evidence that a motivation to combine the references exists in either reference. Additionally, neither reference mentions assigning a temporary identifier prevents unauthorized advertisement merchants from identifying the mobile terminal when the mobile terminal receives authorized localized advertisements from authorized merchants.

Therefore, claim 1, and by extension, claims 4-6, 8 and 10 are patentable over the applied references.

Claims 2, 3, 7 and 9 are patentable at least by virtue of their dependency from claims 1, 6 and 8, respectively.

Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the

Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

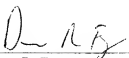
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